



**Arizona Substance Abuse Partnership  
Underage Drinking Prevention Committee**  
Meeting Minutes  
October 27, 2008

## **Summary**

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### **Committee members in attendance**

1. Gary Clovis (Phoenix Police Department)
2. Peggy Glider (Higher Education Network)
3. Michelle Neitch (Arizona Criminal Justice Commission)
4. Holly Orozco (Governor's Office for Children Youth and Families)
5. Lisa Shumaker (Arizona Department of Health Services)
6. Don Jongewaard (Arizona State Liquor Board)
7. Richard Porter (Arizona Department of Health Services)
8. Jessica Smith (Students Against Destructive Decisions)
9. Carisa Dwyer (Governor's Office for Children, Youth, and Families)
10. Julie Treinan (Department of Juvenile Corrections)
11. Warren Simpson (Department of Public Safety)

### **Members in attendance by phone**

1. Steve Tyrell (Administrative Office of the Courts)
2. Tim Black (Department of Liquor License and Control)
3. Erika Espino (Mothers Against Drunk Driving)

### **Absent members**

1. Kathy Rice (Arizona Department of Education)
2. Sabra Nuel (Governor's Youth Commission)
3. Bradley Pickens (Luke Air Force Base)
4. Nilo Thomas (Governor's Youth Commission)
5. Michael Hegarty (Governor's Office of Highway Safety)
6. Herman Largo (Navajo Nation)
7. Jane Irvine (Arizona Attorney General's Office)
8. Chris Bodington (Governor's Office for Children, Youth, and Families)

### **Others in attendance**

1. Jason Blackstock (Pima Prevention Partnership)
2. Merilee Fowler (MAT Force)
3. Connie Leto (Citizens Against Substance Abuse)
4. Morgan Hester (Governor's Office for Children, Youth, and Families)
5. Laura Liuzzo (Phoenix Police Department Hot Spots Task Force)

## **A. Welcome and Introductions**

Ms Lisa Shumaker, from the Arizona Department of Health Services called the meeting to order at 2:05 p.m. Ms. Shumaker welcomed UAD committee members. Each person present introduced themselves.



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**B. Review of Minutes**

Ms. Carisa Dwyer noted that a correction in the attendees for the September 7<sup>th</sup> meeting needed to be made. Ms. Peggy Glider motioned that the minutes be accepted with correction; Ms. Jessica Smith seconded the motion.

**C. ASAP Update**

Morgan Hester, the Arizona Substance Abuse Partnership (ASAP) Program Administrator announced that underage drinking has been designated a priority issue for the ASAP this year. The other priorities will be drug endangered children protocols, prescription drug abuse, and media/marketing campaigns.

Underage drinking will be the primary topic of the January 22, 2009 ASAP meeting. The UAD committee will need to develop an executive briefing and provide quarterly updates on progress.

Ms. Hester said the community advisory committee will be convened in February, 2009. Each SPF coalition has been asked to nominate two people to serve on this 15 member committee. Additionally, nominations were requested through the coalition forum. Membership will require a commitment to attend meetings once quarterly. The list will need to be vetted through the Governor's Office of Boards and Commissions.

**D. UAD Committee Report Status**

Dr. Angela Baldesare is making requested changes to the report. She will submit to Dr. Holly Orozco for approval by the GOCYF. The report should be available to present at the January 22<sup>nd</sup> ASAP meeting.

**E. November Planning Meeting**

As UAD has now been designated a priority by ASAP, Ms. Shumaker and Dr. Orozco proposed holding a mini-retreat/planning meeting in December in lieu of November and December meetings. The purpose of this four hour meeting will be to update the statewide UAD strategic plan. Committee members selected December 8, 2008 between 9 am and 1 pm. Dr. Orozco will send out e-mail reminders for this meeting.

**F. DTL Media Update**

Connie Leto gave a verbal update on the Draw the Line campaign which is being implemented in Flagstaff. Efforts have included partnerships with a number of for profit businesses which have provided reduced rates for messaging on products. This coalition is also working on social host laws and keg registration. The coalition has also been conducting compliance checks. Eleven businesses have been inspected and 2 have sold. This activity will culminate in an article in the newspaper about the establishments.



Committee members discussed ways to use strategies like those in Flagstaff in other areas of the state. The committee assigned Michael Hegarty from the Governor's Office on Highway Safety (GOHS) to contact Dominos pizza regarding a possible partnership with the UAD committee and Draw the Line Campaign. Ms. Leto will send Dr. Orozco the template for the pizza box messages.

Officer Simpson stated that the Governor's Office on Highway Safety and the Department of Public Safety (DPS) will have a display at the Suns home games and will be happy to distribute information on Draw the Line. Dr. Orozco will provide DPS with campaign materials for the home games. Dr. Orozco will also contact Mr. Hegarty to seek collaboration with Draw The Line messages and the coupon handouts published by GOHS for the Sun's home games.

GOCYF is almost out of all campaign informational materials for Draw the Line. Dr. Orozco will inventory campaign materials and report to the committee at the next meeting. Mr. Don Jongewaard suggested that the UAD committee contact several business establishments or statewide associations to donate cost of printing more campaign materials. Mr. Jongewaard said he would make the contacts once the committee has determined the need.

GOHS has a press conference scheduled for Nov 25 to launch enforcement efforts on drinking and driving over the holiday season. Dr. Orozco will coordinate with Mr. Hegarty on how to include Draw The Line messaging.

#### **G. 2008 AYS UAD Update**

Ms. Michelle Neitch from the Arizona Criminal Justice Commission reporting findings regarding UAD from the 2008 Arizona Youth Survey. There is a reduction in both lifetime alcohol use and 30-day past use for Arizona's youth (grades 8, 10, and 12). The percentage of students reporting binge drinking remained the same since 2006. Average age of first use increased slightly from 2006 but still remains at age 14. Fewer students reporting drinking and driving within the past 30 days and fewer students reported riding with a driver who had been drinking in the past 30 days. Also of interest, a larger number of students reported getting alcohol at a party, and 8<sup>th</sup> graders largely reported getting alcohol from home. Ms. Neitch will be developing a one page fact sheet for UAD by early 2009.

#### **H. Membership issues**

Names for vetting and un-vetting for the UAD committee have not been submitted yet. These submissions should take place before the January ASAP meeting. Committee members brainstormed more new members to approach for the UAD committee. Mr. Don Jongewaard volunteered to approach liquor lawyers, consultants, food and commercial worker unions, and QTs for possible membership. Ms. Jessica Smith volunteered to contact Safeway and Walgreens regarding possible membership. Ms. Lisa Shumaker volunteered to approach Ms. Pam Goslar, from the Arizona Injury Prevention Committee, regarding hospitals and industry organizations (employers) such as APS, Wells Fargo, Freeport, Blue Cross Blue Shield for membership. Ms. Laura Liuzzo will invite a member



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of the Arizona Licensed Beverage Association to attend as a member of the public and write a column for their newsletter on Draw the Line.

Concerns were expressed regarding involvement of alcohol industry consultants and lawyers. Committee members were concerned that this could result in conflict and unproductive work on the committee. Specifically, Ms. Jessica Smith noted that she could discuss items with alcohol industry representatives at meetings but that SADD cannot be branded with any association from the liquor industry. Ms. Erica Espino from MADD also noted that they cannot co-create materials or partner with the alcohol industry on any printed materials. Mr. Tim Black from the Arizona Department of Liquor License and Control also noted, when asked, that he was not in favor of this type of representation from the alcohol industry. Dr. Orozco asked Mr. Black why he was not in favor of participation from the alcohol industry when he had adamantly been in favor of it before. Dr. Orozco also noted that a sub-committee was created to address this issue based on feedback from Mr. Black in previous committee discussions to provide recommendations on membership recommendations from the alcohol industry. Mr. Black noted that he did not support industry consultants or lawyers becoming committee members because they do not have a stake in UAD prevention or enforcement. The committee agreed to bring their membership nominees to the planning meeting in December and give Ms. Morgan Hester these changes at that time.

#### **I. Agency Announcements/Updates**

Ms. Lisa Shumaker announced that she attended the National Strategic Prevention Framework State Incentive Grant meeting in WA. D.C. held in October and passed out supporting materials to the committee members.

Mr. Gary Clovis announced that Title 4 and Covert Underage Buyer (CUBs) training is coming up.

Ms. Jessica Smith announced that November 4<sup>th</sup> is SADD's statewide conference. Over 1,000 students are expected to attend. SADD has launched a Latino underage drinking prevention/safety campaign in Phoenix Union High School.

#### **J. Call to the Public**

Mr. Jason Blackstone of Pima Prevention Partnership reported that the West Valley Coalition has received proclamations from local city governments to declare November 25<sup>th</sup> as Underage Drinking Prevention Day.

#### **K. Adjourn**

Ms. Shumaker adjourned the meeting at 3:56 p.m.